

MR-Live – Take the pulse of your market

Product Overview
September 2001

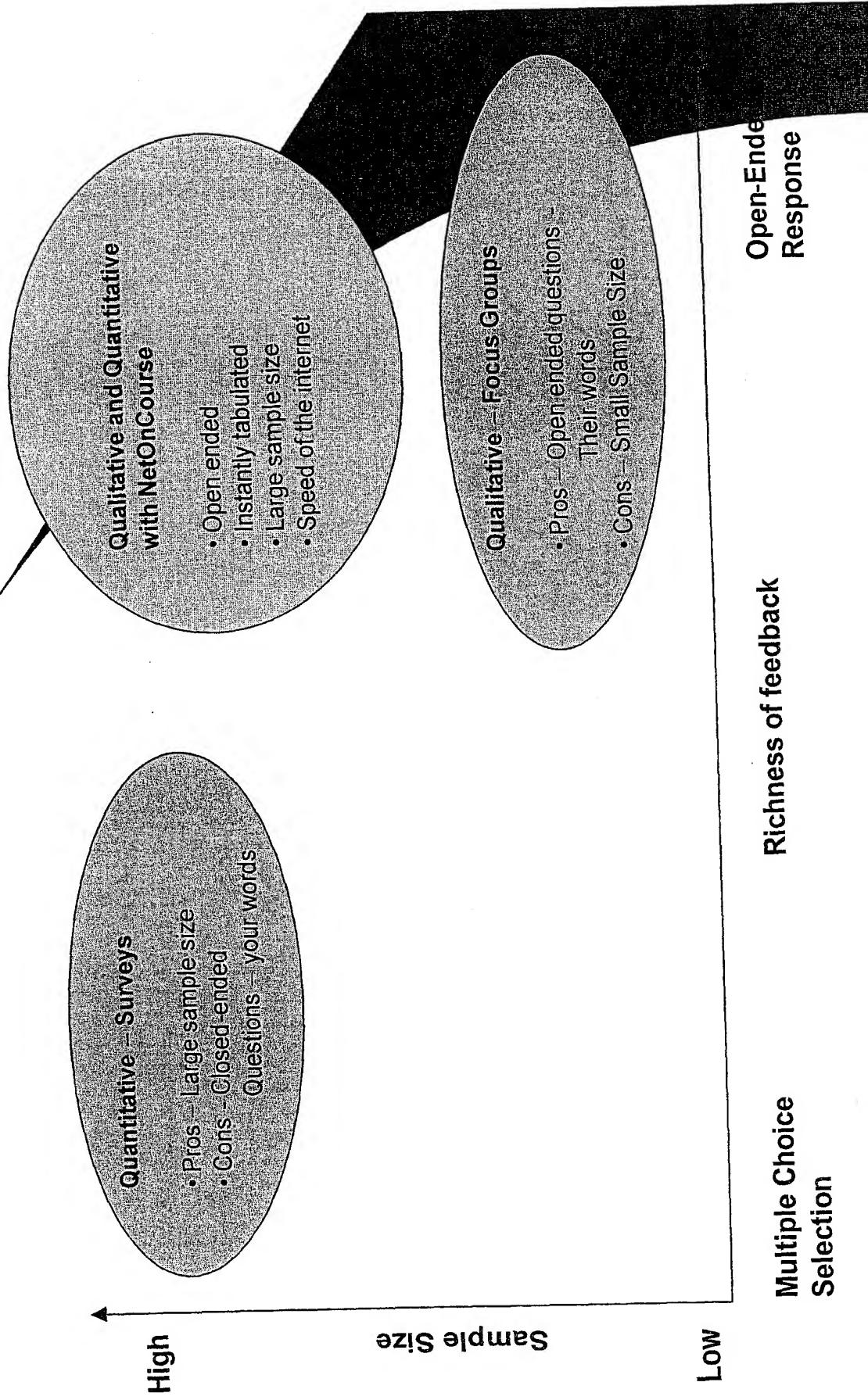
MR – Live

Robust Real-Time Interaction Platform

- Controlled Real Time Online Interaction
 - Supports small, medium and large groups
- Combines the best of qualitative and quantitative
 - Open ended responses are tabulated in real time
- Unprecedented Multi-Directional Interaction
 - Structured and unstructured
 - Natural environment and language
 - Quantifiable in real time
- Present multi-media stimuli
- Robust Reporting platform per session and over time

Market Research

The best of qualitative and quantitative



MR-Live for Focus Groups

- **The Features**

- Unprecedented control of session for the moderator
- Maintain Structure in audience responses
- Classify and tabulate open-ended responses in real-time

- **Key Benefits**

- Structured: moderator has better control
- Response quality: combines unbiased with discussion
- Save travel time and lodging fees for moderator, client, respondents
- Greater geographic reach
- Approach respondents in their natural environment
- Increase number of participants per session
- Get electronic version of the reports that can be easily integrated into existing knowledge management applications

MR-Live – The Moderator display

The image shows a moderator's computer screen with a NetMeeting window. The window title is "NetMeeting - Web Services: Microsoft Internet Explorer". The menu bar includes File, Edit, View, Favorites, Tools, Help, Back, Address, and Stop. The toolbar includes Back, Forward, Stop, and Refresh. The address bar shows "http://192.168.1.100:8080/NetMeeting/". The main content area displays a question "Current visual: Soap" and a list of responses. The responses are sorted by top responses, with the most recent at the top. The responses are:

- Vote: 88% Agree: 8 Disagree: 15
T.V. fragrance: **Chris's Answer:** Make a big bar that does not melt too quickly.
- Vote: 65% Agree: 6 Disagree: 12
David Bowie's Answer: I shop for price and look for whatever is on sale.
- Vote: 62% Agree: 7 Disagree: 10
Karen Mar's Answer: I buy only soap with natural ingredients.
- Vote: 45% Agree: 5 Disagree: 9
Joe Miller's Answer:

The question "Current visual: Soap" is also visible on the participant's screen, which shows a video camera view of a bar of soap.

• Supports multimedia stimuli

• The question appears at the top of the moderator's display

• The responses show up in real time, dynamically sorted by top responses.

• The moderator presses the "Ask question" button to submit questions to respondents

MR-Live – The Respondent display

- The respondent sees the stimuli controlled by moderator

- The respondent may also choose to respond by agreeing with someone else's answer

For live help call: 1-866-299-4467

Topic: Deodorant

Joe N.
I like
gentle soap that does not irritate the skin.

Agree Disagree

Agree Disagree

Dov Navon's Question:
Do you use a different soap for your face and body?

My Answer:
Yes, I use a deodorant soap for my body and a cream soap for my face.

- Respondent sees questions from the moderator and can provide an answer in their own words

MR-Live – The Client display

- Real time statistics are shown on the top of the client display

Event Statistics		
Question Count	Pre-start	100.00
N/A	2	7
N/A	1	2

Postings (Participant (avg))	N/A	0	1	2	2	2	3
44	44	44	44	44	44	44	44

Questions	Answers	Question	Time
80%	35	What color do you prefer in soap?	11:29:54
84%	30	What do you think is a fair price for soap?	11:29:45
90%	34	Where do you normally purchase soap?	11:29:26
93%	33	Do you use a different soap for your face and body?	11:28:47
30%	32	What are your main considerations?	11:21:24
		When you purchase soap	

- The client can see an organized list of all the questions asked and drill down into the responses of each question, sorted by top answers.

MR-Live for Dynamic Surveys

- **The Features**

- Handle larger samples 100+
- Various types of open and closed ended questions
- Have no chaos within respondents interaction
- Easy view of group dynamics
- Responses are tabulated in real time
- Trends are highlighted in real-time

- **Key Benefits**

- Get all benefits from online Focus group Plus:
- Dynamic surveys can be generated and modified on the fly
- Quick turnaround time for reports
- Utilize your respondents for qualitative and quantitative purposes

Dynamic Survey – a closed ended feedback

The moderator can submit many types of open and closed ended questions involving discussion or direct data

For live help call: 1-866-299-9487

NetInCourse

Current Participants: 3

My Question:
(05) When you purchase soap, what are your main considerations?

56% 35
My Question:
(05) Do you use a different soap for your face and body?

89% 35
NO Feedback
Open Feedback
Closed Feedback

Feedback Type:
 Yes/No
 Agree/Disagree Scale
 Multiple Choice

Send
Clear
Cancel
Ask Question
Send

NetInCourse

A physical soap bar is shown in the foreground, partially obscured by a white arrow pointing towards the survey interface.

Dynamic Survey – cont'd

NetOnCourse - Web Service - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Stop Search Favorites History Links > Links > Links >

Address: <http://spiderman11.netscape.com/facilitator/NetOnCourse.htm>

Current visual:

For live help call: 1-866-299-9467

NetOnCourse

Current participant: 3

Vote Sample Message

71% 35 11:21:29

MY Question:
When you purchase soap, what are your main considerations?

12
6
9

A. Price
B. Fragrance
C. Ingredients
D. Brand

Send

Ask Question

NetOnCourse

The results are shown in real time!

Solution overview

- **Faster**
 - Dynamic question and answer model requires less prep time
 - Real-Time live sessions vs. waiting for surveys to be filled
 - Reports are available in hours to days
- **Cheaper**
 - No travel!
 - Our hosted internet solution eliminates streamline costs
- **Better**
 - The first real qual.-quant. Solution
 - Flexible and dynamic interaction with live respondents